

Clinical Research Coordinator Society (CRCS) Forum

Why Service Excellence Matters in Our Work and How to EXC³ITE (Execute) It?

14th September 2018

3-5 pm

Lee Kong Chian School of Medicine, Novena Campus

Disclaimer

This presentation was prepared in the presenter's personal capacity. The opinions expressed in this presentation are the presenter's own and do not reflect the view of the Tech Observer Group.

MORE Disclaimer!


- Not formally trained in service
- Pursue of Service Excellence is both personal interest & business priority
- Sharing views for exchange and discussion

*"For it is in giving that we receive "
— Saint Francis of Assisi*

Why Service Excellence Matters?

Hardware; Heart-ware

service

/ˈsɜːvɪs/ 

noun

noun: **service**

1. the action of helping or doing work for someone.
 "millions are involved in voluntary service"
synonyms: act of assistance, good turn, *favour*, *kindness*, helping hand; [More](#)
 - an act of assistance.
 plural noun: **services**
 "he has done us a great service"
synonyms: act of assistance, good turn, *favour*, *kindness*, helping hand; [More](#)
 - assistance or advice given to customers during and after the sale of goods.
 "they aim to provide better quality of service"
 - the action of serving food and drinks to customers.
 "they complained of poor bar service"
synonyms: *waiting*, *waitressing*, waiting at table, serving of food and drink, *attendance*, *servicing*
 "both the food and the service were excellent"
 - short for *service charge*.
 "service is included in the final bill"
 - a period of employment with a company or organization.
 "he retired after 40 years' service"
synonyms: *work*, *employment*, *employ*, *labour*, performance of one's duties
 "there has been an improvement in pay and conditions of service"
 - employment as a servant.
 "the pitifully low wages gained from domestic service"
 - the use which can be made of a machine.
 "the computer should provide good service for years"
synonyms: *use*, *usage*
 "high quality products which will give many years of reliable service"

“the action of helping or doing work for someone”



Clinical Research Coordinator is in a position to influence clinical trial experience

*"The fragrance always remains on the hand that gives the rose."
- Mahatma Gandhi*

Service = Helping Others

7 Reasons Why Helping Others Can Make You Healthier And Happier

By Sarah J. Williams, January 31st 2017

 Comment  Flag  <http://tcat.tc/2kLzpGF>

HAPPINESS

How Helping Others Can Reduce Stress and Increase Happiness

By [Elizabeth Scott, MS](#)
Updated July 05, 2018

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The Secret to Happiness Is Helping Others

By Jenny Santi



WELLNESS 07/30/2013 12:06 pm ET

Helping Others Makes Us Happier At Work, Research Finds

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10 Facts That Prove Helping Others Is A Key To Achieving Happiness

 By Kimberly Yam

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Journey of Service Excellence in Tech Observer

- DISTINGUISHING ourselves from our competitors by not competing on cost only
- Embarked on service improvement initiative with an external agency
- Consist of management interview, staff conversation (F2F), client survey (online)



Voice of Staff



Voice of Client

Consistent

Flexible

Effective

Adaptive

Trust

Proactive

Personal Responsibility

Feeling cared for

Success Together

Personalization

Feeling welcome

Tech Observer Service Intent

“At Tech Observer, you can feel confident knowing that your assignment is in **good hands** – no matter the complexity and intensity.

We deliver tailored solutions and give **peace of mind** for our clients through effective project management. You can be assured that we will manage your work with agility and that we will **pro-actively** address any challenges through facilitated conversations with you, stakeholders and our colleagues.

We commit to conduct our business in an **open, transparent** and **professional** manner.

We take **pride** in our work, ensuring **quality** in everything we do.”

Who is Client?

Who is client?

The term “client” in our company refers to both internal and external client.

We firmly believe that service excellence must be practiced consistently whether it is towards for co-workers, colleagues, supporting services such as finance, IT services, HR support, consultants, suppliers, vendors or external clients.

Whoever receives something from us, whether it is tangible or intangible, will be our client.

What is EXCITE?

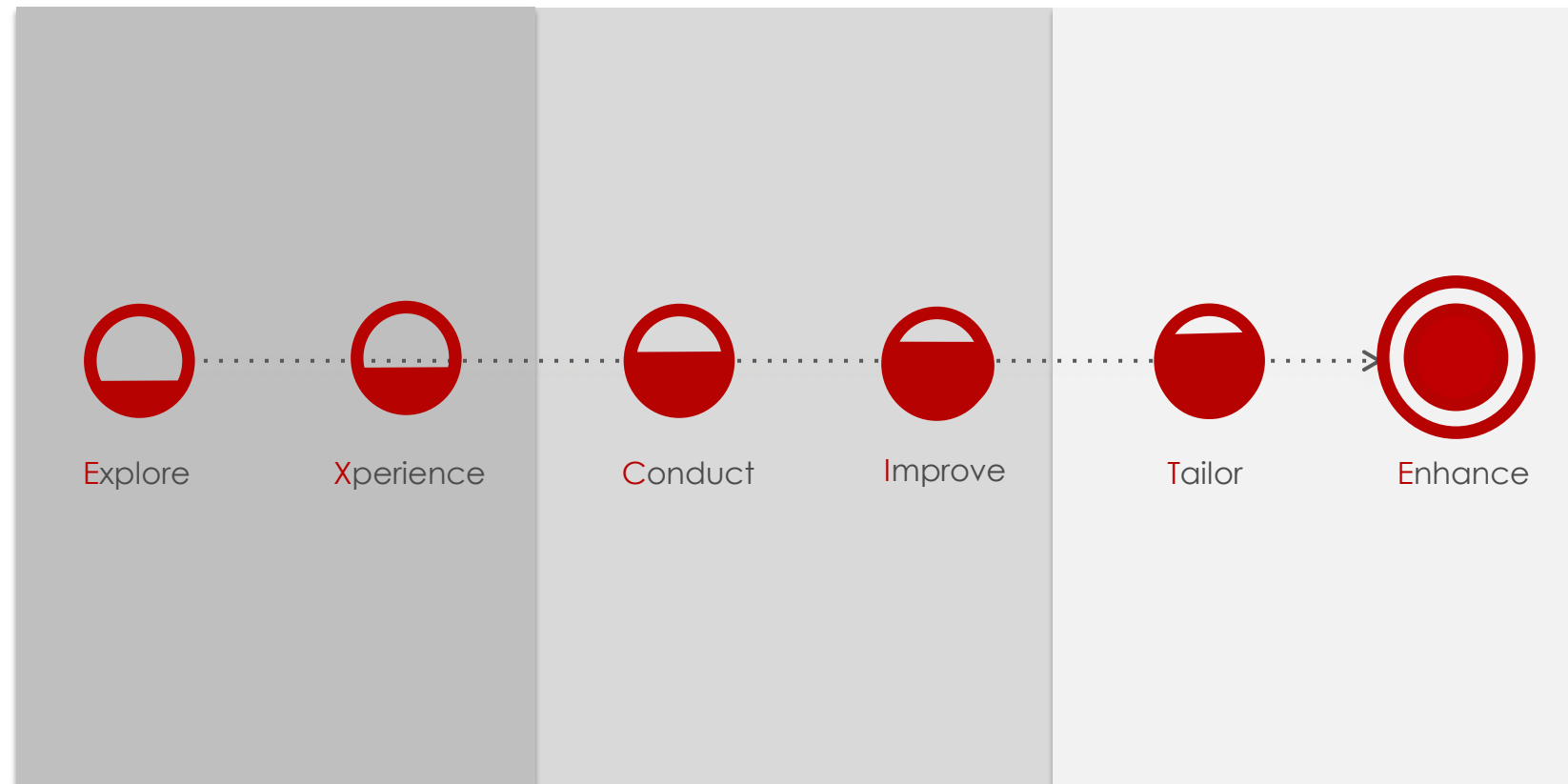
EXCITE stands for:

- **E**xplore
- **X**perience
- **C**onduct
- **I**mprove
- **T**ailor
- **E**nhance

The EXCITE Service Journey

Customer satisfaction rises along the service journey as we work according to the EXCITE model.

However, the journey of service excellence journey is never over and we cannot be complacent.



We internalize learnings and experiences as we embarked on another service excellence journey.

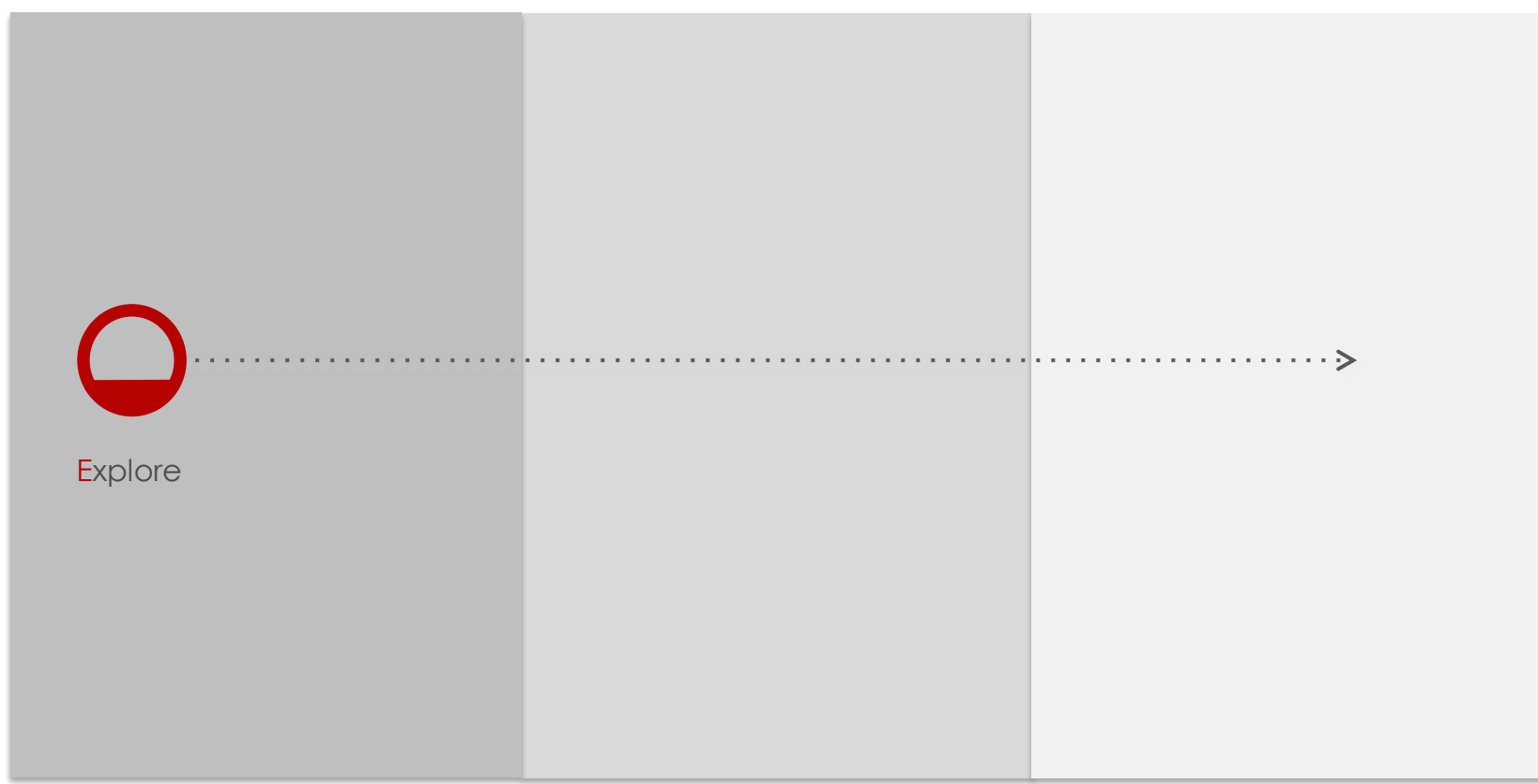
What is EXCITE?

Explore.

Why people are asking what they are asking?

Why are people doing what they are doing?

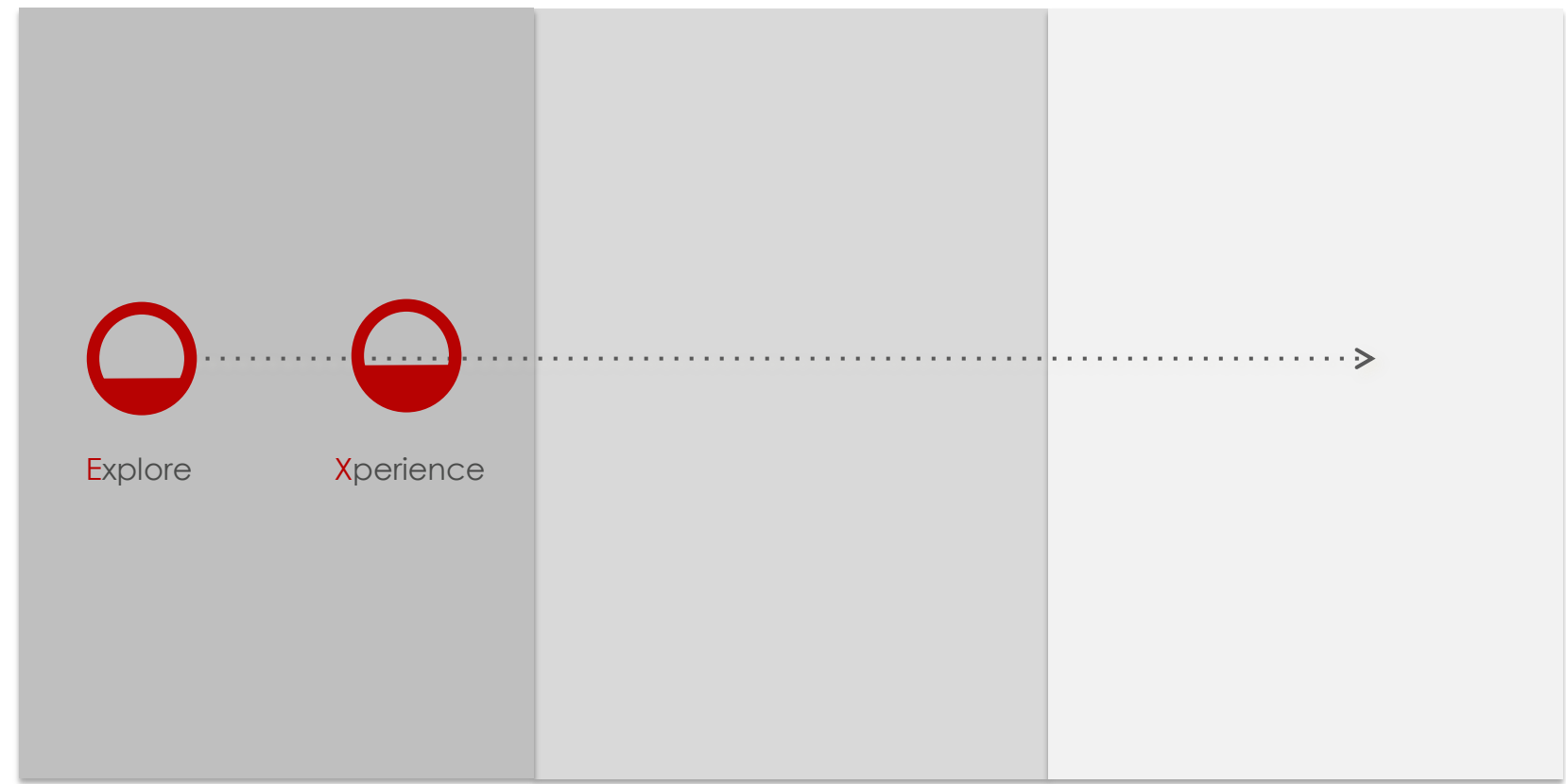
Be curious.



What is EXCITE?

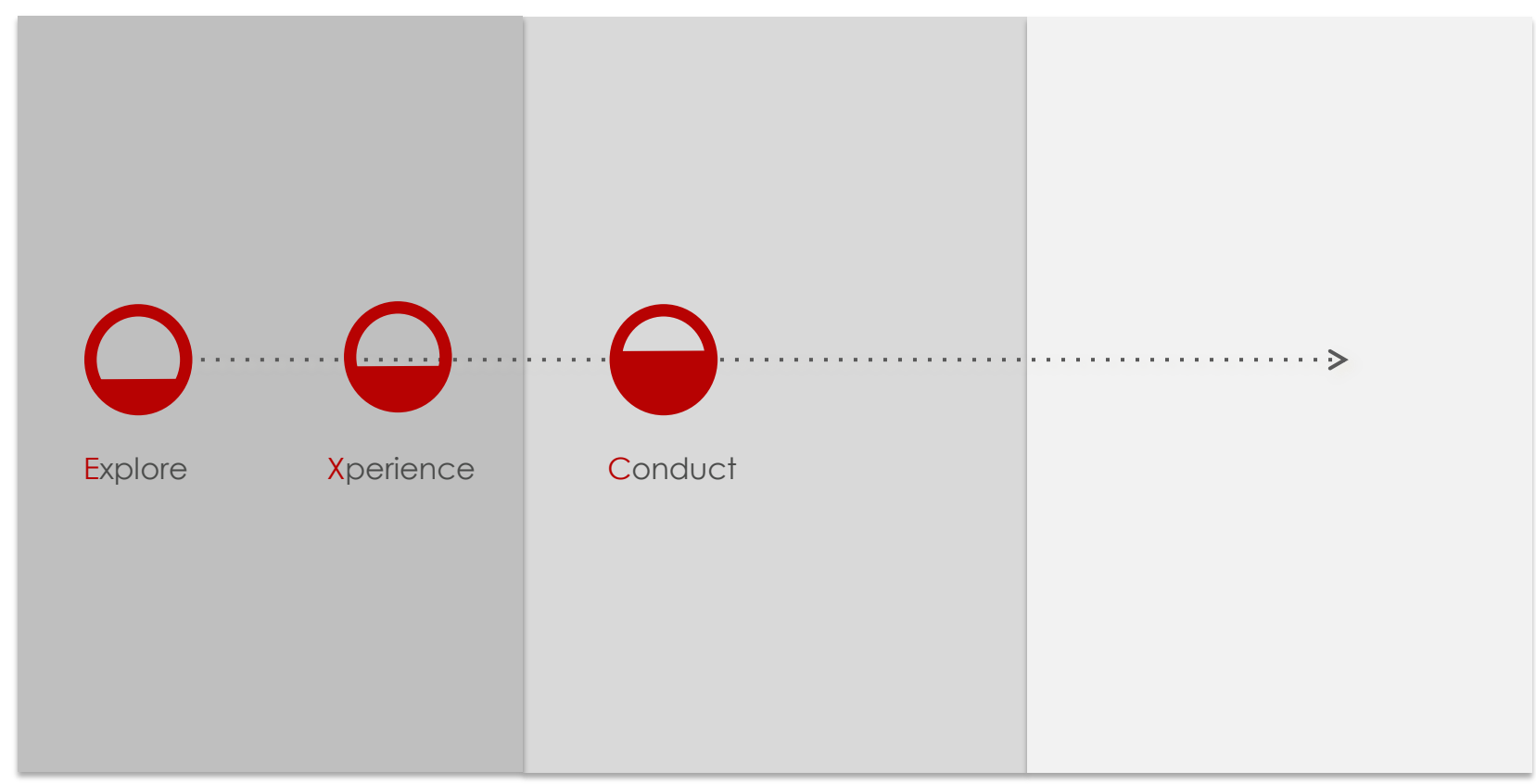
Xperience.

Search within our experience and previous learnings to co-create solutions.



What is EXCITE?

Conduct the required tasks and services based on established procedures and quality standard.



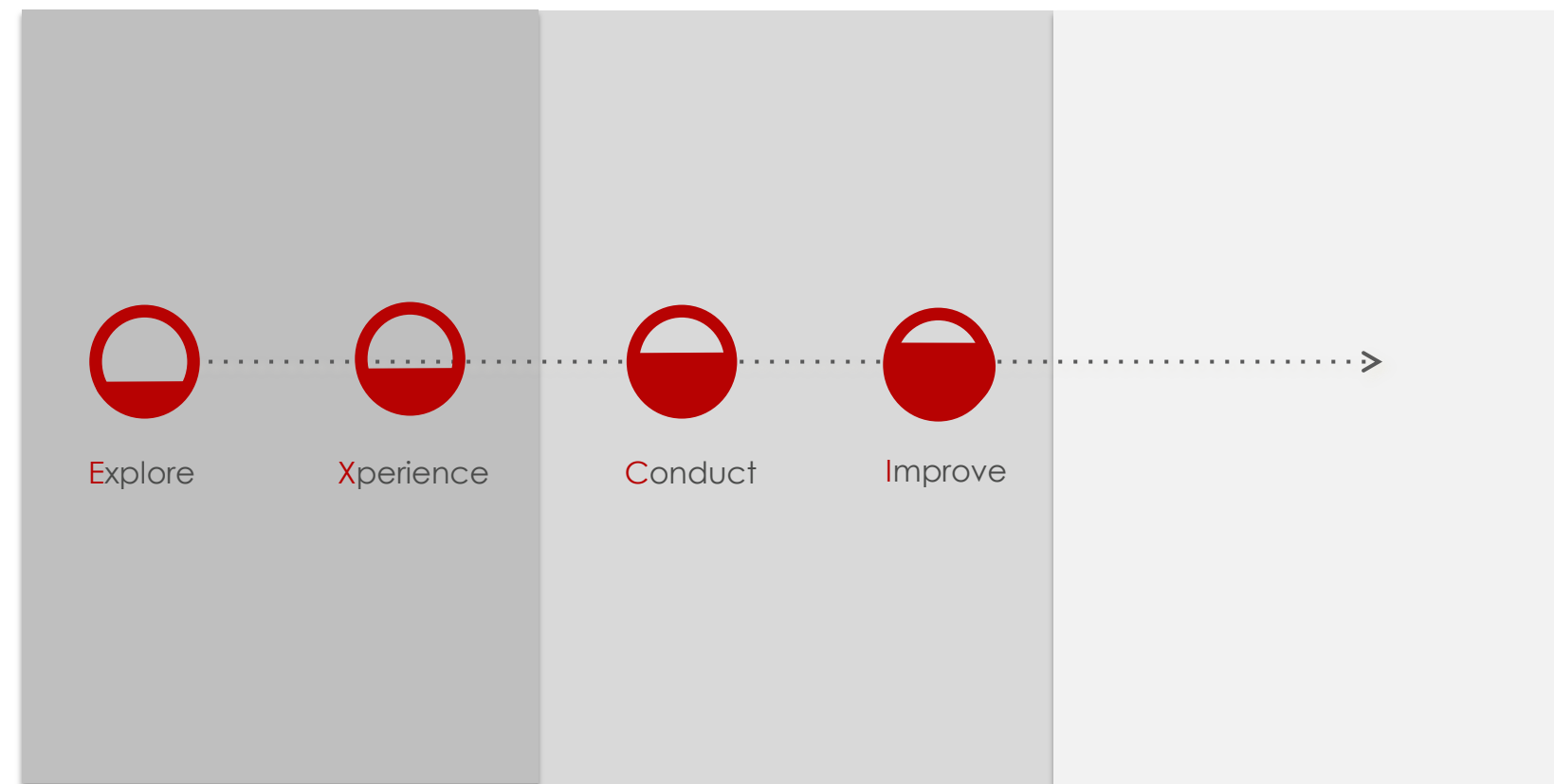
What is EXCITE?

Improve.

Observe. Listen. Absorb. Now.

“The only reason people do not know much is because they do not care to know. They are incurious. Incuriosity is the oddest and most foolish failing there is.”

- Stephen Fry, English comedian, actor, writer, presenter, and activist.



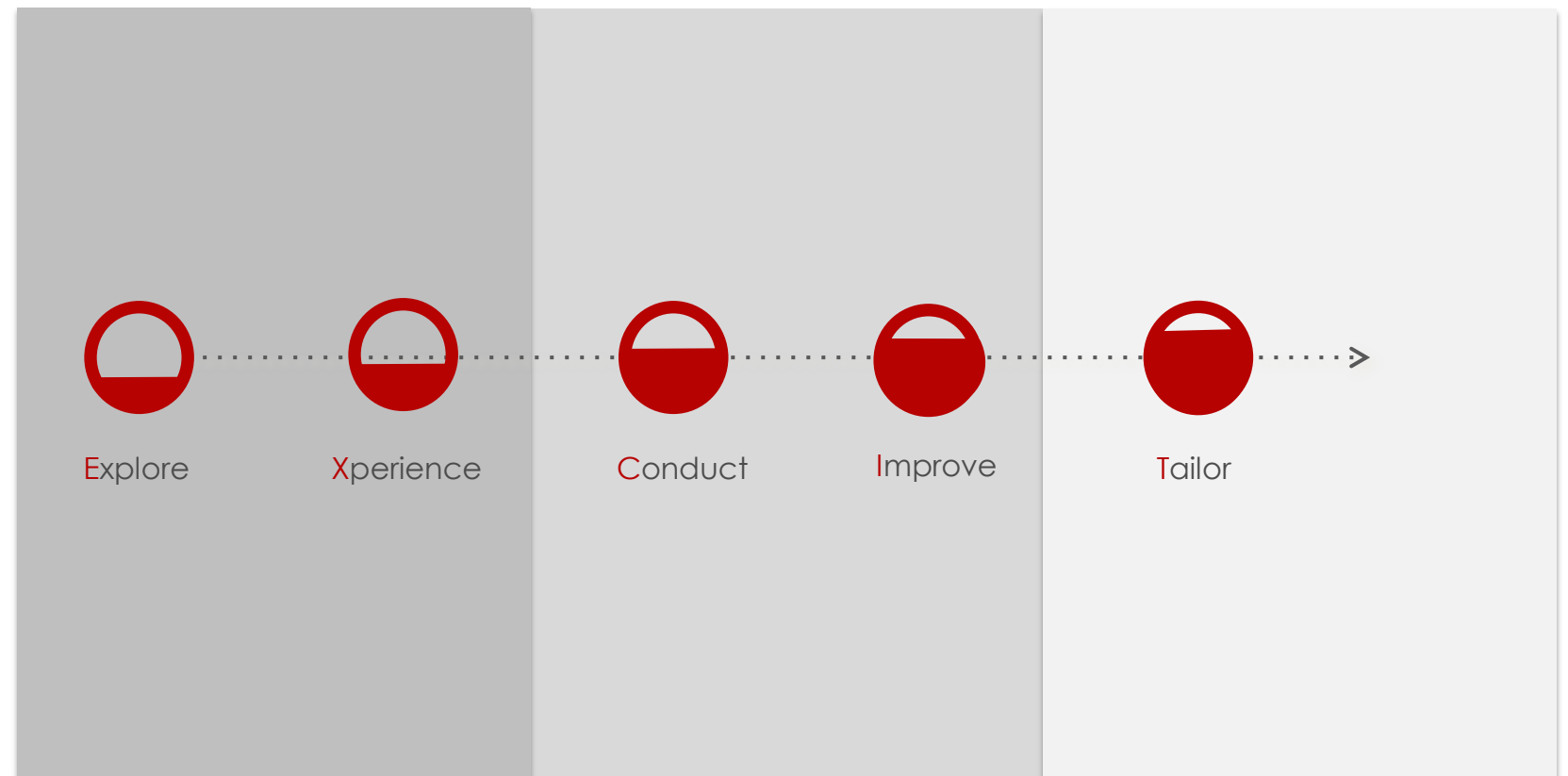
What is EXCITE?

Tailor.

“Quality in a service or product is not what you put into it.

It is what the customer gets out of it.”

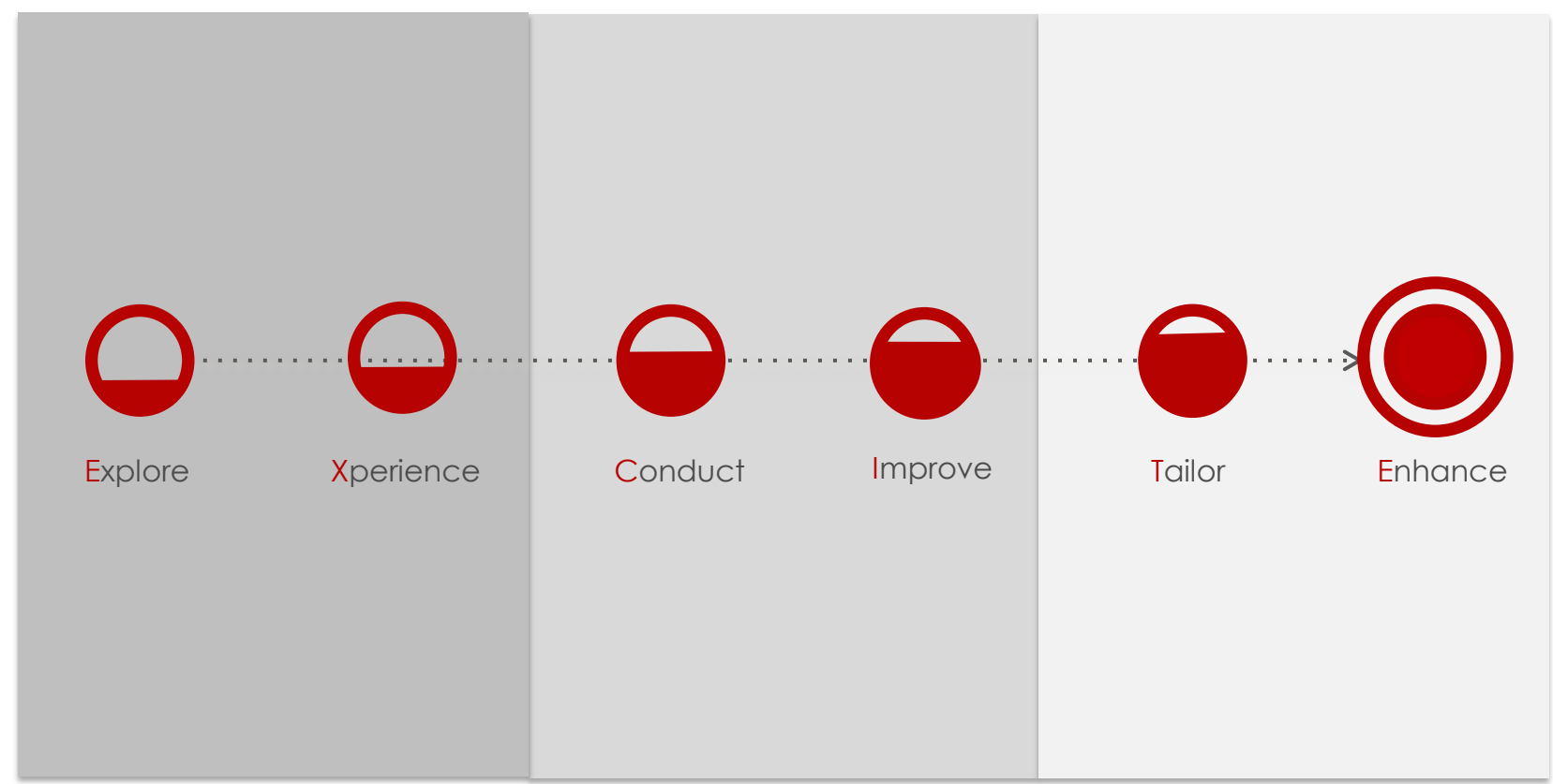
- Peter Drucker, Austrian-born American management consultant, educator, and author



What is EXCITE?

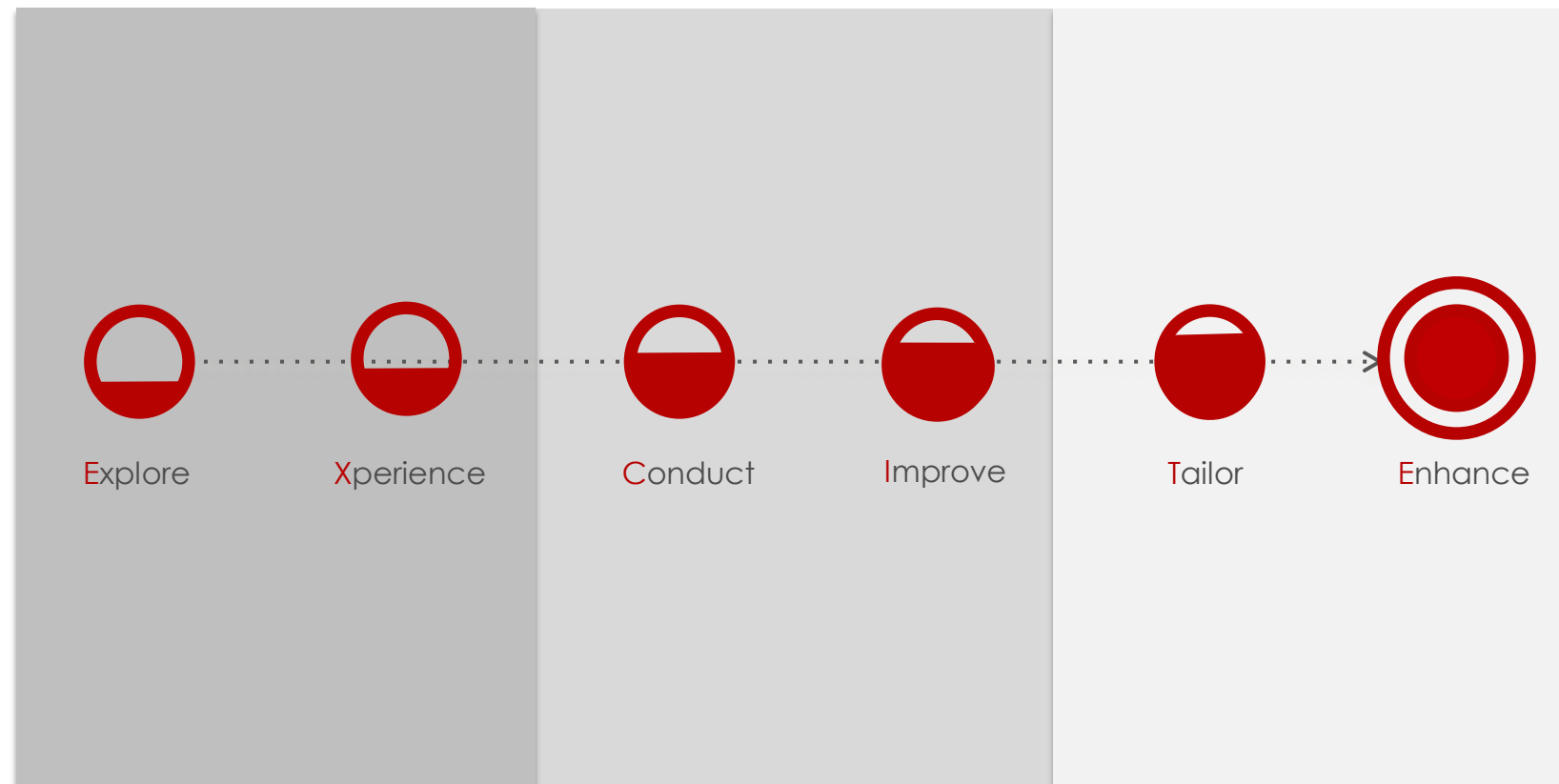
Enhance.

Do it better.



EXCITE

- **E**xplore
- **X**perience
- **C**onduct
- **I**mprove
- **T**ailor
- **E**nhance



Caring Heart, Curious Mind

Two key qualities underpins the EXCITE model:

- **C**aring Heart
- **C**urious Mind

Caring Heart, Curious Mind

- Caring Heart

“If you love it, you will teach yourself. If you do not love it, people have to teach you.”

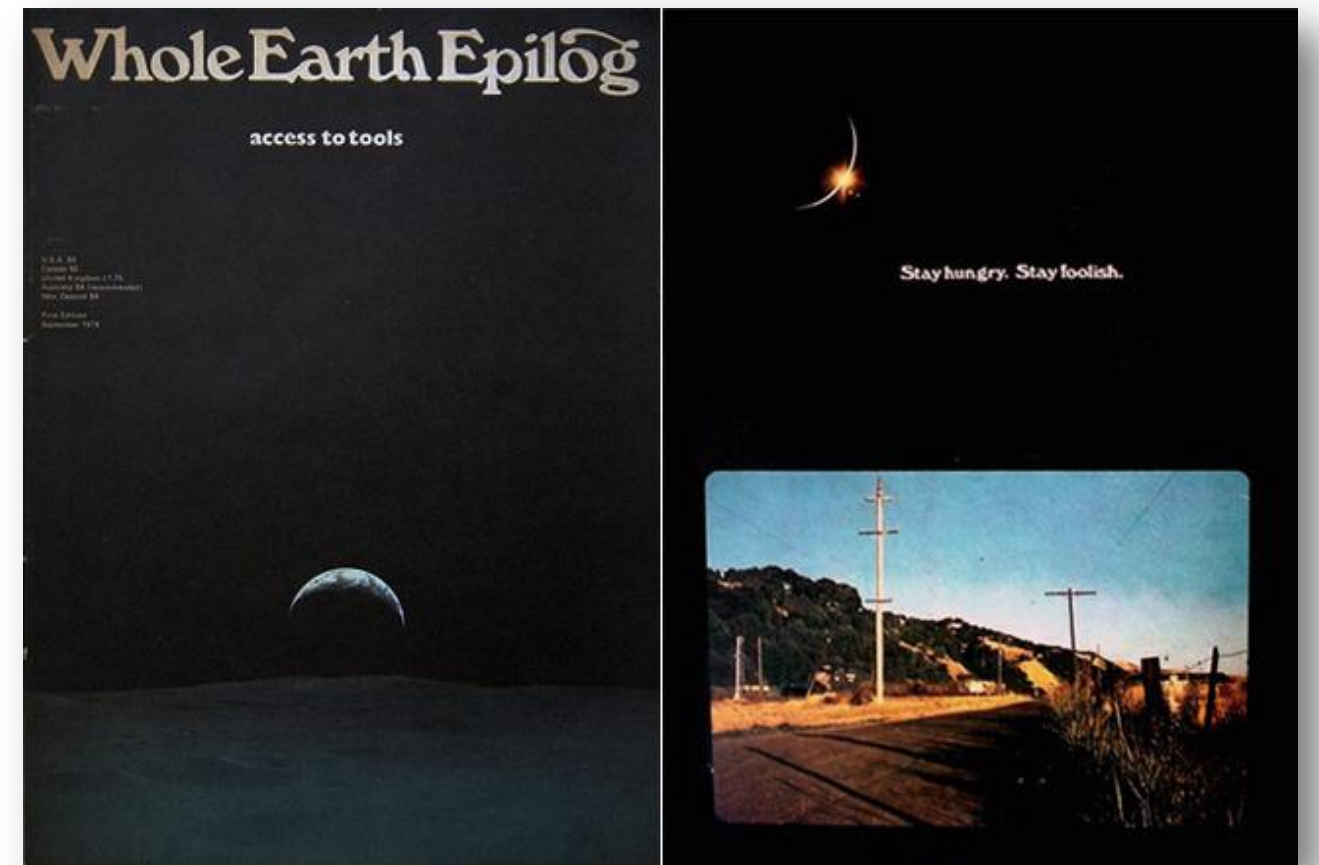
Caring Heart, Curious Mind

- Curious Mind

Stay Foolish. Stay Hungry.

求知若饥，虚心若愚

-Whole Earth Epilog, 1974



EXC³ITE (“Execute”)

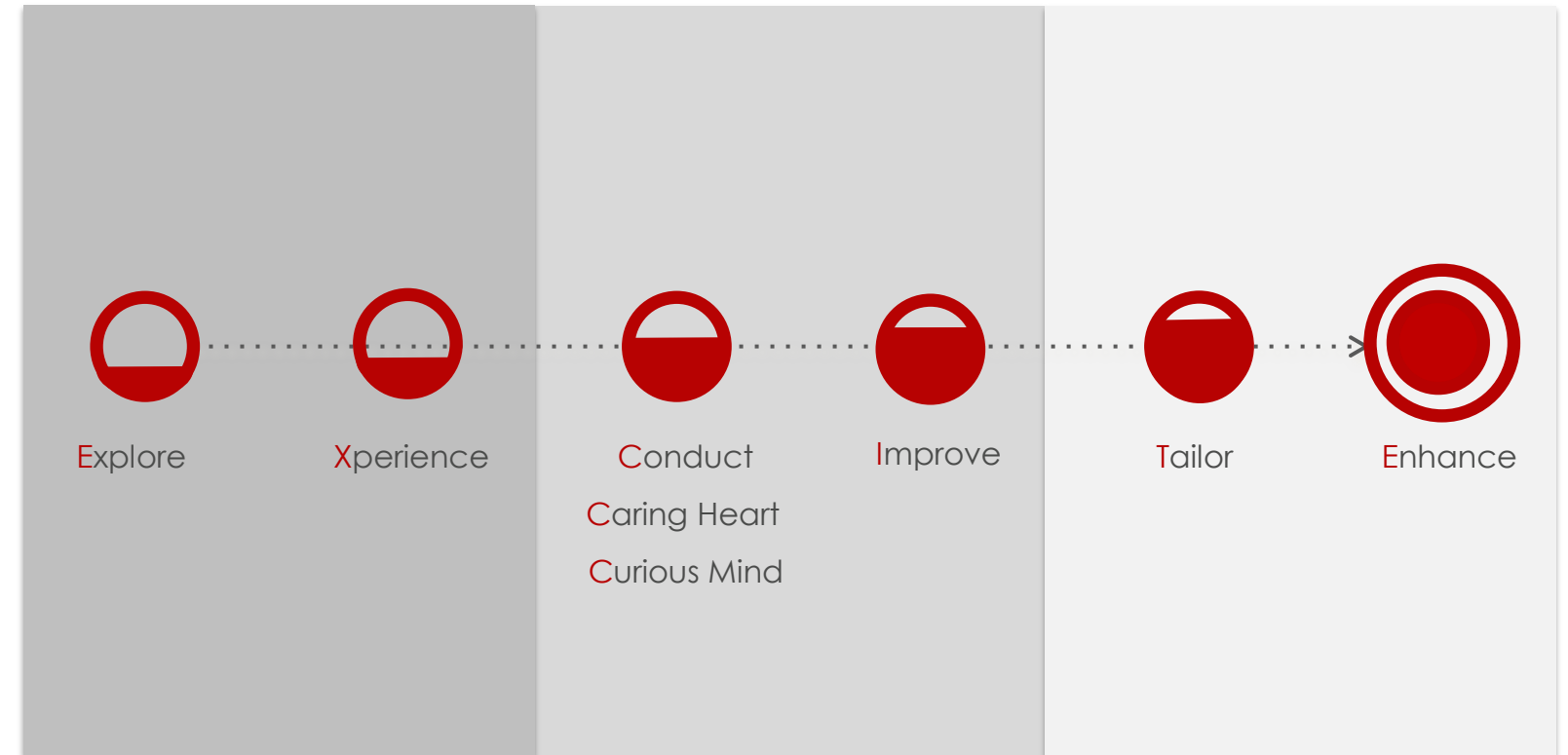
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- **C**aring heart
- **C**urious mind

Putting together, we have **EXC³ITE**
(pronounced as excite-cube: “execute”).



In the centre of every clinical trial,
stands a human.

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